



# SOCIAL MARKETING

Lynne Eagle, Stephan Dahl, Susie Hill, Sara Bird,  
Fiona Spotswood and Alan Tapp



# Social Marketing

REVIEWS

in 1971, the first social marketing program was launched by the U.S. Department of Health, Education and Welfare. The program was designed to promote the use of birth control and was a success. It was the first time that a government agency had used social marketing to promote a health-related product.

The success of the birth control program led to the development of social marketing as a discipline. Social marketing is the application of marketing principles to the promotion of products, services, or behaviors that benefit society. It is a form of marketing that is designed to create a positive social impact.

Social marketing is a form of marketing that is designed to create a positive social impact. It is the application of marketing principles to the promotion of products, services, or behaviors that benefit society. Social marketing is a form of marketing that is designed to create a positive social impact.

Social marketing is a form of marketing that is designed to create a positive social impact. It is the application of marketing principles to the promotion of products, services, or behaviors that benefit society.

Social marketing is a form of marketing that is designed to create a positive social impact. It is the application of marketing principles to the promotion of products, services, or behaviors that benefit society.

1971-1972  
1973-1974  
1975-1976

## PEARSON

At Pearson, we take learning personally. Our courses and resources are available as books, online and via multi-lingual packages, helping people learn whatever, wherever and however they choose.

We work with leading authors to develop the strongest learning experiences, bringing cutting-edge thinking and best learning practice to a global market. We craft our print and digital resources to do more to help learners not only understand their content, but to see it in action and apply what they learn, whether studying or at work.

Pearson is the world's leading learning company. Our portfolio includes Penguin, Dorling Kindersley, the Financial Times and our educational business, Pearson International. We are also a leading provider of electronic learning programmes and of test development, processing and scoring services to educational institutions, corporations and professional bodies around the world.

Every day our work helps learning flourish, and wherever learning flourishes, so do people.

To learn more please visit us at: [www.pearson.com/uk](http://www.pearson.com/uk)

# Social Marketing

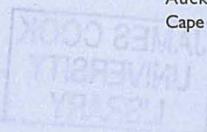
Lynne Eagle, Stephan Dahl,

Susie Hill, Sara Bird,

Fiona Spotswood and Alan Tapp

**PEARSON**

Harlow, England • London • New York • Boston • San Francisco • Toronto • Sydney  
Auckland • Singapore • Hong Kong • Tokyo • Seoul • Taipei • New Delhi  
Cape Town • São Paulo • Mexico City • Madrid • Amsterdam • Munich • Paris • Milan



**Pearson Education Limited**  
Edinburgh Gate  
Harlow CM20 2JE  
Tel: +44 (0)1279 623623  
Website: www.pearson.com/uk

**First published 2013**

© Pearson Education Limited 2013 (print and electronic)

The rights of Lynne Eagle, Stephan Dahl, Susie Hill, Sara Bird, Fiona Spotswood and Alan Tapp to be identified as authors of this work have been asserted by them in accordance with the Copyright, Designs and Patents Act 1988.

The print publication is protected by copyright. Prior to any prohibited reproduction, storage in a retrieval system, distribution or transmission in any form or by any means, electronic, mechanical, recording or otherwise, permission should be obtained from the publisher or, where applicable, a licence permitting restricted copying in the United Kingdom should be obtained from the Copyright Licensing Agency Ltd, Saffron House, 6–10 Kirby Street, London EC1N 8TS.

The ePublication is protected by copyright and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased, or as strictly permitted by applicable copyright law. Any unauthorised distribution or use of this text may be a direct infringement of the authors' and the publishers' rights and those responsible may be liable in law accordingly

All trademarks used herein are the property of their respective owners. The use of any trademark in this text does not vest in the author or publisher any trademark ownership rights in such trademarks, nor does the use of such trademarks imply any affiliation with or endorsement of this book by such owners.

Pearson Education is not responsible for the content of third-party internet sites.

ISBN: 978-0-273-72722-4 (print)  
978-0-273-72723-1 (PDF)  
978-0-273-78099-1 (eText)

**British Library Cataloguing-in-Publication Data**

A catalogue record for this book is available from the British Library

**Library of Congress Cataloging-in-Publication Data**

Eagle, Lynne.

Social marketing / Lynne Eagle, Stephan Dahl, Susie Hill, Sara Bird, Fiona Spotswood and Alan Tapp. — First Edition.

pages cm

Includes bibliographical references and index.

ISBN 978-0-273-72722-4 (print) — ISBN (invalid) 978027372723 (PDF) — ISBN

(invalid) 978-0-273-78099-1 (eText) 1. Social marketing. I. Title.

HF5414.E1794 2013

658.8—dc23

2012034833

10 9 8 7 6 5 4 3 2 1

16 15 14 13 12

Typeset in 9.5/12.5 pt Charter ITC Std by 75.

Print edition printed and bound in country by Ashford Colour, Gosport

NOTE THAT ANY PAGE CROSS REFERENCES REFER TO THE PRINT EDITION

## Brief contents

Contributors	xii
Preface	xiii
Acknowledgements	xvii
<b>Part 1</b>	
<b>The principles of social marketing</b>	<b>1</b>
1 What is social marketing?	3
2 The core principles of social marketing	22
3 The social marketing intervention planning process	40
4 Upstream, policy and partnerships	68
5 Ethical issues in social marketing	92
<b>Part 2</b>	
<b>Understanding the consumer</b>	<b>109</b>
6 Understanding the consumer: the role of theory	111
7 Conducting research in social marketing	141
8 Segmentation	170
9 Social forces and population-level effects	190
<b>Part 3</b>	
<b>Designing effective social marketing solutions</b>	<b>215</b>
10 Designing social marketing interventions: products, branding, channels and places	217
11 Message framing	234
12 Creativity in social marketing	260
13 Media planning	285
14 The challenges of evaluation	297
Glossary of terms	320
Index	341



# Contents

Contributors	xii
Preface	xiii
Acknowledgements	xvii

## Part 1 The principles of social marketing

<b>1 What is social marketing?</b>	<b>3</b>
Evolution and application of social marketing	3
What social marketing is not	6
Current social marketing focus	9
Unintended consequences	11
Justification of government-sponsored social marketing interventions	13
Summary	17
Chapter review questions	18
Recommended reading	18
Notes	19
<b>2 The core principles of social marketing</b>	<b>22</b>
The core principles	22
Traditionalists versus convergents: the debate about commercial marketing technologies	23
The example of exchange: debating the use of commercial marketing theory	24
The example of the 4Ps: debating the use of commercial marketing tools	30
Why social marketing is different	34
Other commercial marketing tools	36
Summary	36
Chapter review questions	37
Recommended reading	37
Notes	37
<b>3 The social marketing intervention planning process</b>	<b>40</b>
Introduction	40
Existing intervention planning frameworks	43
Scoping the problem	47
Situation analysis	51
SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis	59

## Contents

Evaluation planning	60
Developing the intervention	61
Summary	63
Chapter review questions	64
Recommended reading	65
Notes	65
<b>4 Upstream, policy and partnerships</b>	<b>68</b>
Upstream factors	68
Partnerships	73
Features of successful partnerships	76
Partnership challenges	79
Public–private partnerships (PPPs)	80
The challenge of health-related partnerships with the alcohol industry	82
Summary	84
Chapter review questions	85
Recommended reading	85
Notes	85
<b>5 Ethical issues in social marketing</b>	<b>92</b>
Ethics defined	92
Ethical dilemmas within social marketing	93
Ethical frameworks	94
Ethical issues in targeting	97
Fear appeals	98
Role of culture in establishing ethical standards	98
Code of ethics	99
Summary	104
Chapter review questions	104
Recommended reading	105
Notes	105

## Part 2 Understanding the consumer

<b>6 Understanding the consumer: the role of theory</b>	<b>111</b>
Theory	111
What is theory?	112
Is theory really useful in practice?	113
The role of theory	113
The limitations of theory	115
Theories of behaviour change	116
Summary	136
Chapter review questions	136
Recommended reading	137
Notes	137

<b>7 Conducting research in social marketing</b>	<b>141</b>
Overview of research	141
Research ethics	143
Qualitative, quantitative and mixed methods techniques	154
Quantitative techniques	155
Qualitative techniques	158
Pre-testing	162
Qualitative data analysis	162
Summary	166
Chapter review questions	166
Recommended reading	167
Notes	168
<b>8 Segmentation</b>	<b>170</b>
Segmentation defined	170
Segmentation methods	171
Effective segments – characteristics	171
Commercial segmentation packages	173
Case studies for discussion	176
Summary	186
Chapter review questions	186
Recommended reading	187
Notes	188
<b>9 Social forces and population-level effects</b>	<b>190</b>
Social forces	190
Conformity	192
Social norm campaigns	195
Group types	198
Group effects	201
Compliance	204
Summary	211
Chapter review questions	212
Recommended reading	212
Notes	213

### **Part 3 Designing effective social marketing solutions**

<b>10 Designing social marketing interventions: products, branding, channels and places</b>	<b>217</b>
Designing campaigns	217
Developing products for social marketing campaigns	217
Brand development for social marketing	219
Brand attributes	219
Brand dimensions	220
Branding as a social/identity factor	222

## Contents

Place and distribution channel	222
Summary	231
Chapter review questions	232
Recommended reading	232
Notes	232
<b>11 Message framing</b>	<b>234</b>
Introduction: types of framing	234
Positive framing	235
Negative framing	236
Fear appeals	241
Rational versus emotional appeals	242
Cross-cultural issues in message framing	243
Personal relevance/tailored interventions	244
Reactance effects	245
Summary	255
Chapter review questions	256
Recommended reading	256
Notes	256
<b>12 Creativity in social marketing</b>	<b>260</b>
Creativity	260
Creative strategy formation	262
Presentation of strategy	266
Creativity for print: leaflets, posters, newspapers, magazines etc.	266
Creativity for television, radio and cinema	269
Evaluation/pre-testing	270
Creativity for new/electronic media	270
Regulation	271
Summary	281
Chapter review questions	281
Recommended reading	282
Websites	282
Notes	282
<b>13 Media planning</b>	<b>285</b>
Basic media planning principles	285
How much is enough?	286
Advertising as a strongly persuasive force	287
Advertising as a weaker, primarily repurchase reminder, force	287
So how much should we spend?	288
Media choices	289
Media context	291
Planning for new media	292
Social media	293

## Contents

Summary	293
Chapter review questions	293
Recommended reading	294
Notes	295
<b>14 The challenges of evaluation</b>	<b>297</b>
Why evaluate?	297
What to evaluate	299
When to evaluate	302
Intervention outcomes – effects and effectiveness	304
How to evaluate – techniques for different phases, components and media	305
Social advertising and communication	308
Monitoring ‘noise’/upstream factors	309
Special circumstances	312
Evaluating partnerships	313
Summary	314
Chapter review questions	315
Recommended reading	315
Notes	316
<b>Glossary of terms</b>	<b>320</b>
<b>Index</b>	<b>341</b>

### Companion Website

For open-access **student resources** specifically written to complement this textbook and support your learning, please visit [www.pearsoned.co.uk/eagle](http://www.pearsoned.co.uk/eagle)



### Lecturer Resources

For password-protected online resources tailored to support the use of this textbook in teaching, please visit [www.pearsoned.co.uk/eagle](http://www.pearsoned.co.uk/eagle)



## Contributors

**Sara Bird** is Senior Lecturer in Marketing at University of the West of England, and member of the Bristol Social Marketing Centre there. Her research focuses on social marketing and the role it can play in sexual health, but she also has a keen interest in emotional versus rational decision-making processes, particularly amongst adolescents and older people. She lectures in public relations and research methods.

**Dr Stephan Dahl** is Senior Lecturer in Marketing at Hull University Business School. His research interests include social media, and the role social marketing and marketing communication can play to prevent health problems, and especially to increase physical activity in a cross-cultural and diverse context.

**Professor Lynne Eagle** is Professor of Marketing at James Cook University. Her research interests centre on marketing communication effects and effectiveness, including the impact of persuasive communication on children; the impact of new, emerging and hybrid media forms and preferences for/use of formal and informal communications channels and trans-disciplinary approaches to sustained behaviour change in social marketing/health promotion/environmental protection campaigns.

**Susie Hill** has led health improvement programmes and campaigns in the NGO and corporate sectors since 1994. She has a Masters in Health and Social Marketing and has a professional interest in wellness and human performance. Susie is currently the Global Adviser on health behaviour change and health promotion for Shell.

**Dr Fiona Spotswood** is Lecturer in Marketing and Social Marketing at Bristol Social Marketing Centre, University of the West of England. Her research interests include the implications of contemporary British 'working class' culture on physical activity participation and the use of marketing techniques to improve utility cycling as a transport mode.

**Professor Alan Tapp** is Professor of Marketing at the University of the West of England and Director of the Bristol Social Marketing Centre. He has worked in commercial and academic marketing for 25 years, and is interested in applying marketing ideas to solve social problems. Alan is also interested in social and cultural changes and how these are influenced by commercial marketing, politics and other macro forces.



## Preface

Social marketing is a rapidly evolving field that will continue to change and adapt in line with the evolution of new technologies and communication interfaces between social marketers and their target groups. New ways of measuring the effects and effectiveness of interventions will also impact on the design and implementation of social marketing activity.

In this text we have tried to address the learning needs of students who will go on to careers in this dynamic and challenging sector, while at the same time acknowledging the need for additional research, critical evaluations of existing concepts and theories and a communications landscape that will look very different in five years, let alone in the next decade.

We stress critical evaluation throughout the text for several reasons. Social marketing deals with a number of complex issues for which no single solution exists. There is a need to synthesise and evaluate data, often of variable quality, from a range of sources in order to understand a problem. Our knowledge in the field is growing exponentially; however, there are still a number of gaps in the extant knowledge base and many concepts and theories have not been fully tested across wide ranges of population segments or situations. In areas such as communications, theories need to evolve and adapt to take into account the rapidly changing communications environment.

While there is a growing body of evidence that interventions based on sound theoretical foundations are more effective than those made on judgement alone, most theories provide only partial explanations or predictors of behaviour. Judgement will always be an important component in social marketing decisions. Environmental, social and economic forces can act as enablers or inhibitors of behaviour change and interventions need to be framed for the context in which the behaviours occur. Budgetary constraints also force limitations on the scope or duration of interventions – there is, unfortunately, no ideal world.

For all interventions, there are always multiple potential solutions and a critical approach ensures that all available data and other forms of information are not just passively accepted, but rather evaluated, with judgements being made where other forms of data do not exist. A critical perspective also ensures that the input and the points of view of a range of stakeholders are considered, together with the likely impact of intervention decisions upon them.

We have tried to provide definitions of all significant terms throughout the text. Real-world ‘vignettes’ and detailed case studies drawn from a range of countries provide insights into the approaches used by practitioners to address actual social marketing challenges. The cases also link to key chapter concepts. We acknowledge the valuable contribution that access to these cases has made to illustrating key concepts throughout the text and for helping to make the link between concepts and real-world implementation very vivid. Space prohibits the inclusion of more than a small number of cases from the resource. You are encouraged to visit the websites of the organisations featured, together with those of policy makers and regulators, in order to gain a deeper understanding of real-world issues facing social marketers.

The text is organised into three separate parts, with multiple themes running through all chapters. A list of recommended additional resources is provided at the end of each chapter and a detailed glossary at the end of the book.

## **Part 1: The principles of social marketing**

The chapters in this initial part of the text introduce social marketing concepts and principles, providing an overview of the intervention planning process, upstream, policy and partnership issues and ethical considerations.

### **Chapter 1 What is social marketing?**

This chapter introduces social marketing as a field and discusses its evolution and the differences between it and related activity such as health education. The scope of social marketing and the relative complexities of potential interventions across the range of areas in which social marketing currently operates, or could potentially operate in the future, are then examined, followed by a discussion of the potential for unintended impacts of social marketing interventions in each of these areas.

### **Chapter 2 The core principles of social marketing**

The core principles of social marketing are reviewed in this chapter, together with debates such as the use of commercial marketing theory in a social marketing context, the strengths and weaknesses of specific tools and techniques of commercial marketing in a social marketing context, and the value of alternative theories and tools. Tensions regarding whether social marketing should adopt a more service-driven approach versus the traditional product-driven approach are also considered.

### **Chapter 3 The social marketing intervention planning process**

This chapter outlines the stages required in planning a social marketing intervention and methods for conducting a critical review of competitors whose activity may impact on the planning process. The potential of partnership development as part of the intervention planning process is also discussed. The role of research in the planning process, including commercial marketing techniques which may be helpful, is examined.

### **Chapter 4 Upstream, policy and partnerships**

Chapter 4 focuses on the evaluation of external, environmental and policy factors that may act as facilitators of, or barriers to, social marketing interventions. The complexities of developing collaborative partnerships within communities, particularly when establishing public – private partnerships, and the particular challenges presented by some sectors of commercial marketing, are reviewed.

### **Chapter 5 Ethical issues in social marketing**

In this chapter, the strengths and weaknesses of the main ethical frameworks featured in the business literature are discussed in the context of the relevance of each to social marketing activity. Ethical dilemmas that may occur in social marketing activity in relation to these frameworks are considered. The role of codes of ethics in ensuring ethical behaviour from all participants in social marketing interventions is then discussed in the context of the structure of codes that might be successfully implemented among social marketing practitioners.

## **Part 2: Understanding the consumer**

This second part of the book focuses on the role of theory in developing interventions, complemented by research and segmentation tools.

### **Chapter 6 Understanding the consumer: the role of theory**

This chapter focuses on the role of theory in planning, implementing and evaluating social marketing interventions. It provides an overview of key theories used in social marketing and their potential applications and provides guidance on how to critically evaluate these theories, taking into consideration both their flaws and strengths. Guidance is also given for comparing theoretical concepts across different types of social marketing interventions.

### **Chapter 7 Conducting research in social marketing**

The focus of Chapter 7 is on the principles and practice of research within a social marketing context, and ethical challenges that may apply to research on a range of topics and across a range of population segments. This is followed by a discussion of the processes and techniques for designing and justifying research projects for specific interventions, evaluating the design and outputs of research projects and research programmes to evaluate the effects and effectiveness of an intervention.

### **Chapter 8 Segmentation**

In this chapter, the strengths and weaknesses of different forms of segmentation used in social marketing activity are discussed and guidance is provided for evaluating possible segmentation frameworks for different types of social marketing interventions. The reasoning behind the segmentation strategies used in past interventions is also examined, together with strategies for improving future segmentation processes.

### **Chapter 9 Social forces and population-level effects**

This chapter discusses the influence of social groups on individual and collective behaviours, the impact of conformity on social marketing activity and the concept of tipping points for a range of behaviours. The impact of social norms on individual and group behaviours is considered and guidance provided as to how these factors should be evaluated and appropriate action incorporated into social marketing interventions.

## **Part 3: Designing effective social marketing solutions**

In this third section of the text, the chapters focus on key intervention design and evaluation issues.

### **Chapter 10 Designing social marketing interventions: products, branding, channels and places**

In this chapter, different levels of 'products' are considered in the context of the development of social marketing campaigns. The role of branding in social marketing is then discussed, including techniques for evaluating appropriate branding strategies and developing suitable

brand images for interventions. The role of channels and distribution in social marketing product development are then examined.

### **Chapter 11 Message framing**

We focus on the role of message framing in developing social marketing interventions, including the use of positive or negative framing, and rational or emotional messages. Guidance is provided for decisions as to which of these forms of framing may be effective for specific circumstances or population segments and on assessing and making reasoned recommendations regarding ways of evaluating framing alternatives for a specific intervention.

### **Chapter 12 Creativity in social marketing**

This chapter discusses the role of creativity in social marketing interventions, focusing on how creative strategy evolves from scoping stages and the identification of insights into possible behaviour change options, and the development of a creative brief for the design of material. Guidance is provided on how the needs of disadvantaged groups should be taken into account when designing interventions. The influence of different media on the development of material is then discussed, along with the unique features of designing material for new media forms and social media.

### **Chapter 13 Media planning**

Chapter 13 explains the principles of planning traditional mass media such as television, radio, newspapers or magazines, and social media integration and the issue of advertising weight versus duration of an advertising schedule across a budget period. The enduring debate over whether advertising (and, by extension, all forms of marketing communication in the current era) is a strong or weak force is then discussed, along with the strengths and weaknesses of major media vehicles, both traditional and new media, and qualitative factors that should also be considered in planning media.

### **Chapter 14 The challenges of evaluation**

This final chapter discusses why evaluations should occur, what should be evaluated and when, and the contribution of evaluation processes at all stages of an intervention programme. Guidance is provided on how to critically evaluate formal and informal evaluative processes and how to develop and justify evaluation programmes for a range of social marketing interventions. The specific challenges involved in evaluating multi-component and multi-partner interventions are considered, followed by a discussion of the way in which the effect of competition on interventions can be evaluated.

Many more useful resources are provided on the companion website to this book. Please visit [www.personed.co.uk/eagle](http://www.personed.co.uk/eagle) for more material to support your study.

## Acknowledgements

### Authors' acknowledgements

We would like to thank our colleagues within the BSMC, especially Simon Jones and Yvette Morey for providing samples of material from recent research projects for use in Chapter 7. We also thank Professor Julia Verne, Director of the South West Public Health Observatory for permission to use samples of epidemiological data.

### Publisher's acknowledgements

We are grateful to the following for permission to reproduce copyright material:

### Figures

Figure 2.1 adapted from 'Social Marketing and Communication in Health Promotion', *Health Promotion International*, 6 (2), pp 135–45 (Hastings, G. and Haywood, A., 1991), Oxford Journals; Figure 2.6 from 'Ready to Fly Solo? Reducing Social Marketing's Dependence on Commercial Marketing Theory', *Marketing Theory*, 3 (3), pp. 365–85 (Peattie, S. & Peattie, K., 2003); Figure 6.5 from 'Integrative Model of Behavioural Prediction and Change', *Journal of Communication*, 56 (August supplement), S1–S17 (Fishbein, M., & Cappella, J.), John Wiley & Sons; Figure 7.1 from draft of the published report: <http://www.swpho.nhs.uk/resource/view.aspx?RID=88928>, see Figure 3.2 on page 36, South West Health Observatory, Bristol; Figures 7.2a and 7.2b from *Exploring Marketing Research* 7th edn, The Dryden Press, Orlando FL (Zikmund, W.G.) The Dryden Press, Orlando FL © 2000 South-Western, a part of Cengage Learning, Inc. Reproduced by permission. [www.cengage.com/permissions](http://www.cengage.com/permissions); Figures 7.4, 7.5, 7.6 & 7.7 from NVivo illustration of software package, [www.qsrinternational.com/products\\_nvivo.aspx](http://www.qsrinternational.com/products_nvivo.aspx), QSR International Ltd, Courtesy of QSR International Pty Ltd; Figures 9.3, 9.4 & 9.5 after *The Tipping Point* (Gladwell, M., 2000) Little, Brown & Company, Boston (Hachette Book Group); Figure 10.1 from 'Appreciating brands as assets through using two-dimensional model' (de Chernatony, L. & McWilliam, G., 1990) *Journal of Marketing Management*, 9, pp. 173–88, Taylor & Francis journals; Figure 10.6 from Play Zone logo, [www.tht.org.uk/](http://www.tht.org.uk/), Copyright © Terrence Higgins Trust; Figure 10.7 from Cabwise logo, <http://tfl.gov.uk>, Transport for London; Figures 10.9 & 10.10 from 'Transport for London – Cabwise: creating a brand to help prevent rapes' (2008 IPA Effectiveness Awards case history at [www.warc.com](http://www.warc.com)), [www.warc.com](http://www.warc.com), Warc Advertising Agency; Figure 11.2 from 'Fear Control and Danger Control: A Test of the Extended Parallel Process Model (EPPM)', *Communication Monographs*, 61 (1), pp. 113–34 (Witte, K., 1994), Taylor & Francis; Figure 11.4 from Texting Skills: Road Safety Authority (Republic of Ireland) and the Department of the Environment (Northern Ireland) – Road safety campaign: 'Pay attention, or pay the price', [www.rsa.ie/](http://www.rsa.ie/), Crown copyright

## Acknowledgements

### Screenshots

Figure 2.3: Facebook; Figure 2.4: Twitter; screenshot on p. 81 from <http://webarchive.nationalarchives.gov.uk/+/www.dh.gov.uk/en/Publichealth/Publichealthresponsibilitydeal>, Crown copyright

### Tables

Table 1.2 from *Social Marketing. Improving the Quality of Life*, Sage Publications Inc (Kotler, P., Roberto, N. & Lee, N., 2002) Sage Publications Thousand Oaks, CA; Table 2.1 adapted from 'The Marketing Mix Revisited: Towards the 21st Century Marketing,' *Journal of Marketing Management*, 22, pp. 407–38 (Constantinides, E. 2006), Routledge/Taylor & Francis; Table 5.1 from 'Unintended Effects of Health Communication Campaigns,' *Journal of Communication*, 57 (2) (Cho, H., & Salmon, C. T), Wiley journals; Table 14.1 from 'Assessing the Effectiveness of Social Marketing,' paper presented at the ESOMAR conference, Berlin. (Varcoe, J., 2004), ESOMAR; Table 14.3 from 'ESRC analysis of public understanding of the safety of the MMR vaccine,' *Towards a Better Map: Science, the Public and the Media* (Hargreaves, I., Lewis, J., & Speers, T.).

### Text

Box 8.4 from Department of Health Segmentation description, [http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/documents/digitalasset/dh\\_086291.pdf](http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_086291.pdf), Department of Health. Crown copyright.

### Photographs

Front cover images: Getty Images; photographs on pp. 11, 27, 238: Advertising Archives; Figure 9.6: Collaborative Change/Steven Johnson; Figure 10.2: Alamy/SS Studios; Figure 10.3: NHS; Figure 10.4: 56 Dean Street; Figure 10.5: Rescuescg.com; Figure 11.3: NHS Branding; Figure 12.1: Alamy/Gabbro; Figure 13.1: Alamy/MBI.

All other images © Pearson Education

In some instances we have been unable to trace the owners of copyright material, and we would appreciate any information that would enable us to do so.